

PROPOSAL FOR  
HOME ELECTRIFICATION PROGRAM

I. Objectives:

Home electrification is a part of the larger power utilization program. It relates most directly to good home management practices and to the betterment of community living. The objectives of the home electrification program are:

1. Assist rural families to make the best possible use of electricity in the home to save time, labor and money, and to provide the conveniences which contribute to family health and welfare.
2. Encourage the use of electricity for community improvement--social and economic--particularly in the schools, churches, and community centers.
3. Help member families enlarge their knowledge and understanding of their cooperative, and encourage their effective participation in its activities.

II. Nature of the Program:

The home electrification program should develop an appreciation of the value of electricity in improving family living socially and economically. More specifically this program should deal with the planning of adequate wiring and good lighting; the selection of equipment to meet family needs; the arrangement for its convenient use; and the efficient operation and care of all electric equipment. It should also include certain aspects of farm plumbing such as bathroom planning, selection and location of kitchen sinks and laundry tubs.

The program should give attention to good use of electricity in schools, churches, and other community centers. It should provide information on the selection of certain types of equipment needed in these centers and on their operation and care.

The home electrification program should provide the means of--encouraging a wider participation of homemakers and their families in cooperative and community affairs.

III. Responsibilities of the Applications and Loans Division:

A. Office of the Chief:

1. Initiate policies and procedures in home electrification.



2. Develop a procedure whereby all personnel may obtain a knowledge and understanding of cooperative principles and practices and also an understanding of the scope of the REA program and its relation to the individual, the community and the nation.
3. Integrate the home electrification program with:
  - a. Other activities of the power utilization program.
  - b. Related activities of other divisions within REA. (This will include keeping other divisions fully informed about current developments and progress.)
  - c. Related activities of other organizations, such as groups working with rural people. ( See digest of agency activities.)
4. Define and delineate the functional supervision of the home electrification personnel at headquarters and regional levels.
5. Make recommendations to the Administrator with reference to administration, coordination, and policies of home electrification and related activities.

B. Headquarters Home Electrification Staff:

The headquarters staff should be sufficiently large and adequately trained to render major assistance in developing home electrification programs for REA borrowers to adapt and to effectuate. They should see the REA cooperative program as a means by which many things may be done to build a fuller and more wholesome rural community life which otherwise could not be realized. It is necessary for the staff to see, and to help farm people to see the potentialities in new developments in the use of electricity in the home and community. This may be done by such means as:

1. Develop educational programs designed to give REA borrowers and their consumers specific help on wiring and lighting, on home plumbing installations, and on the selection, operation and care of equipment.
2. Prepare informational materials such as bulletins, charts, movies, exhibits, and others, for use by borrowers to stimulate interest in better and wider use of electricity by consumers.
3. Assist in selecting and training home electrification specialists for regional work.



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4. Assist in developing electric equipment distribution programs, in cooperation with agencies and manufacturers, to provide well designed and well constructed equipment of good quality at the lowest possible unit-cost to the consumer.
5. Maintain close working relations with federal educational agencies and through regional personnel, with state and local educational agencies which carry on programs with rural people -- coordinating the REA program with their programs, where desirable. Encourage these groups-- particularly Extension Services, State Colleges, and State Departments of Education to place more emphasis on rural electrification in their programs--with special attention given to the teaching of the value and the applied uses of electricity and its application to the farm home and community. This should also include cooperation with farm, church, health and social welfare organizations actively working to improve living conditions in rural areas.
6. Conduct studies and surveys in cooperation with colleges, State Extension Services, manufacturers, REA borrowers and other organizations to secure factual and timely information on various aspects of home electrification, such as:
  - (a) relation of electricity to work simplification;
  - (b) improvements needed in design and construction of equipment for better serving the needs of farm families.Keep regional offices informed on above activities.
7. Encourage Agricultural Research Administration, Experiment Stations, and other agencies to conduct research on household uses of electricity.
8. Work with the various agencies and organizations concerned with improvement of rural housing, in relating good use of electricity to the design and construction of new and remodelled homes.
9. Keep informed of developments and potentialities in the use of electricity and help farm families to see the possibilities applicable to modern living, such as television, radar, atomic power, and other.

C. Regional Offices:

1. Coordinate the home electrification program with the other activities of the region.



2. Assume the responsibility for directing the field activities of the home electrification program in the region. This would include adapting program proposals by headquarters with assistance of the field personnel, to meet the needs of the individual borrower.
3. Request assistance from headquarters personnel as needed in developing special activities for various interested groups.
4. Furnish the field staff with information which will determine where the greatest need exists for work by the home economist.
5. Organize and maintain in each regional office a system for making available field reports and certain types of information on each borrower.
6. Keep Headquarters Home Electrification Staff informed concerning Home Economic Activities.

D. Regional Home Economist:

1. Discuss the need for this program with boards of directors and managers in order to clarify and determine with them, their responsibility for developing and carrying out the home electrification program.
2. As a means of determining types of programs needed within a region, visit a selected group of borrowers representing a good cross-section to:
  - a. Obtain an understanding of consumers' needs and problems.
  - b. Evaluate the socio-economic position and the attitudes of the cooperative members and the community.
  - c. Review past activities and general plans for an educational program.
3. Present at group meetings of boards and managers, for discussion, methods and techniques for carrying on effective educational programs in home electrification and cooperation.
4. Give individual assistance where needed to a borrower's personnel, board members and other leaders in planning programs suited to the needs and wishes of the borrower.
5. Arrange for group conferences with such agencies as Extension Services, Vocational Education Departments and others to plan effective education activities on a state level.



6. Encourage borrowers with proper consideration to the budget, to employ personnel to carry on educational programs. Assist in locating qualified persons to carry on home electrification activities with the borrowers.
7. Give assistance as needed or when requested to state-wide or district organizations engaged in or to be engaged in the promotion of women's educational or home electrification activities.
8. Develop and conduct training programs in home electrification and related subjects with:
  - a. Borrowers' personnel.
  - b. Home demonstration agents, home economics teachers, and other educational and cooperative groups in the rural field.
9. Help create interest in area coverage by developing with the field staff and REA borrowers, information and activity programs designed to interest new members in benefits that come through the use of electricity.
10. Assist borrowers in obtaining year-around local publicity on home and community uses of electricity through such means as press, newsletter, radio, speakers' bureaus, exhibits and displays.
11. Assist in planning:
  - a. Household equipment displays for cooperative offices.
  - b. Electric kitchens and laundries and the like as separate units or parts of a demonstration stage setup in borrowers' office buildings.
12. Assist borrowers with plans to encourage high schools and colleges to modernize their home economics laboratories as a means of bringing about effective teaching of electrical usages.
13. Encourage borrowers to assist in establishing electrically-equipped community centers for use by farm organizations, schools, PTA's, and churches to promote interest in community uses of electricity and to serve as demonstration centers in the study of the use and the care of household electrical equipment.
14. Assist borrowers in developing and carrying out various rural electrification activities with such groups as 4-H



clubs, Future Homemakers of America, and others in cooperation with the sponsoring state or local organizations. Particular emphasis should be placed on the training of leaders at state and district levels.

15. Coordinate REA home electrification work with programs of other agencies in the field. Represent REA at various state home economics meetings, presenting subject-matter talks when/as requested and arranging for special exhibits and displays.
16. Report with recommendations to the REA headquarters staff interests and activities in the home-electrification and cooperative-education fields as a means of developing progressively more effective educational programs.
17. Assist with originating and carrying on surveys and studies dealing with the needs of farm people in a given area, such as:
  - a. The relation of wiring, lighting and electrical household equipment to rural housing.
  - b. More efficient use of equipment in relation to work simplification.
  - c. Operating costs on various types of equipment for use in the farm home.
  - d. Design in new equipment and improvements in the design of present equipment.
18. Assist borrowers with annual meetings placing needed emphasis on home electrification and the continued development of cooperative activities.

#### IV. Training and Instructional Materials on Home Electrification for Applications and Loans Personnel

A complete outline of the Home Electrification training program and instructional materials has been prepared for Applications and Loans personnel. This program is available but for the purposes of this report, only the main divisions are indicated. They include the following:

##### A. Training Programs

1. In-service training for home electrification personnel, both in headquarters and in the field.



2. Special in-service training for other field personnel, covering basic information on home electrification and cooperation and its relation to other field programs.

B. Instructional materials

1. For field personnel.

A manual is being prepared which will include suggestions for methods and activities which can be used to implement the home electrification program.

V. Recommendations

- A. That a training program be conducted to provide personnel of the Applications and Loans Division with a working knowledge of home electrification activities.

More intensive training should be given the assistant regional heads and the regional home economist in order that they may present the home electrification program to the field representatives in regional meetings. Following the regional meeting, periodic meetings of field personnel, with the regional heads or assistant participating, will be held to discuss progress, problems, techniques, and developments for the advancement of the Power Use Program. It is suggested that these be held quarterly or as needs arise.

- B. That sufficient personnel be assigned to each regional office in order to keep adequate records of the various activities under the Power Use Program, and to handle the necessary correspondence and other work.
- C. That a newsletter type of publication be developed as a medium of interchange among regions of information about effective methods in home electrification and cooperation.
- D. That a procedure be developed whereby the regional head and headquarters home electrification specialists will be consulted on plans regarding the proper arrangement of demonstration kitchens, stages, and other pertinent physical features in borrowers headquarters' buildings.
- E. In order to assist the cooperative personnel it is recommended that a manual be prepared on home electrification and cooperation. This manual will serve as a guide for borrowers' personnel and REA field representatives in carrying out the program.
- F. That wider use of the annual service plan be encouraged since it contributes so effectively and directly to greater use of electricity in the home.







REA CONTACTS

(Give name of person, date of report, appraisal of program, below)

REA ACTIVITIES IN PROMOTING HOME ELECTRIFICATION PROGRAM WITH BOARD, PERSONNEL:

(Indicate REA person making contact and date of report: include pertinent comments)

Explain H.E. program											
Decision to employ personnel											
Help locate personnel											
Help plan H.E. program											
Appliance survey status											
Training for personnel doing Home Elec. Work	Co-op Educ.	Wir ing	Lgt ing	Laun dry	Plumb ing	Clean ing	Refrig. Ref.Frz.	Small Appli.	Cook ery	Other Subj.	
Training school											
In-service activity											
Others											

Personnel Responsible for Home Electrification Work	Title	Date Hired	Salary per mo.	Training HS Univ.	Background and Previous Experience
1.					
2.					
3.					

ACTIVITIES OF PERSONNEL RESPONSIBLE FOR HOME ELECTRIFICATION PROGRAM ON CO-OP.:

Type of activity carried on	Co-op Educ.	Wir ing	Lgt ing	Laun dry	Plumb ing	Clean ing	Refrig. Ref.Frz.	Small Appli.	Other Subj.	Cook ery
WITH CO-OP MEMBERS:										
Newsletter articles										
Press releases										
Special mailings										
Radio Programs										
Home visits										
REA classes or clubs										
Practice parties										
Demonstrations										
Film showings										
Office displays										
Fair & other exhibits										
Planning installations										
Test metering										
WITH DEALERS:										
Training meeting, call										
Special campaign										
WITH OTHER GROUPS, such as Farm Bureau, Farmers Union, Grange, churches:										
Talks, demonstrations										
Equip. Installation										
Other										

WITH EDUCATIONAL AGENCIES	Grade School Youth	School Adults	High School Youth	School Adult	Extension Serv. 4-H RYA	Serv. Adults	FSA	Others
Send newsletter, literature								
Conduct activities for leaders								
Organize cooperative program								
Lend charts, films, equipment								
Appear on program on HE topic								
Assist in planning installation								
Promote contests or campaigns								
Leaders give lessons on H.E.								



1. CONTACTS (Give name of person, date of report, appraisal of program, below)

2. ACTIVITIES IN PROMOTING HOME ELECTRIFICATION PROGRAM WITH BOARD, PERSONNEL, AND OTHERS (Give name of person making contact and date of report; include pertinent comments)

3. PERSONNEL RESPONSIBLE FOR HOME ELECTRIFICATION PROGRAM ON CO-OP. (Give name of person, date of report, appraisal of program, below)

4. PERSONNEL RESPONSIBLE FOR HOME ELECTRIFICATION PROGRAM ON CO-OP. (Give name of person, date of report, appraisal of program, below)

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